

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

John W. HAWKS

Continuation of Appl. No. 09/386,535

Filed: February 27, 2004

For: SYSTEM FOR INFLUENCE
NETWORK MARKETING

Art Unit: Not yet assigned

Examiner: Not yet assigned

Atty. Docket No.: 32824-201297

Customer No.:

26694

Information Disclosure Statement

Mail Stop Patent Application
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

In accordance with the duty of disclosure under 37 CFR § 1.56, Applicants hereby notify the U.S. Patent and Trademark Office of the documents that are listed on the attached PTO/SB/08A forms. All of the listed references are of record in parent Application No. 09/386,353 where copies may be obtained in accordance with 37 C.F.R. § 1.98(d). Applicants request that these documents be considered and listed on the face of any patent granted in this application.

Respectfully submitted,

Date: February 27, 2004



Michael A. Sartori, Ph.D.

Registration No. 41,289

VENABLE LLP

P.O. Box 34385

Washington, D.C. 20043-9998

Telephone: (202) 344-4000

Telefax: (202) 344-8300

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Application Number		Not yet assigned	
Filing Date		February 27, 2004	
First Named Inventor		John W. HAWKS	
Group Art Unit		Not yet assigned	
Examiner Name		Not yet assigned	
Attorney Docket Number		32824-201297	

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	A9	LABARRE, "The Other Network," <u>Industry Week</u> , (Sept. 19, 1994), pp. 33-36.	
	A10	VALENTE, "Social network thresholds in the diffusion of innovations," <u>Social Networks</u> , v. 18 (1996), pp. 69-89.	
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	A12	STROSS et al., "Continuing Medical Education: Changing Behavior and Improving Outcomes," <u>Arthritis and Rheumatism</u> , v. 28, no. 10, (1985), pp. 1163-1167.	
	A13	WENRICH et al., "Informal Educators for Practicing Physicians," <u>Journal of Medical Education</u> , v. 46 (1971), pp. 299-305.	
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	A15	FERGUSON, "Good Management of subordinates is an art. Can it be made into a science? A UCLA professor is exploring the possibilities. Who's mentoring whom?" <u>Forbes</u> , May 19, 1997.	
	A16	ROSS, "Rich Levy Sees Branding As A Growing Trend In Medical Advertising, Medical Marketing," <u>Medical Marketing</u> , Vol. 34, Issue 5, pp. 86-92, May 1999.	
	A17	KRACKHARDT et al., "Informal Networks: The Company Behind the Chart," <u>Harvard Business Review</u> , (July-Aug. 1993), pp.104-111.	
	A18	GREER, "The State of the Art Versus the State of the Science: The Diffusion of the New Medical Technologies into Practice," <u>International Journal of Technology Assessment in Health Care</u> , Vol. 4, (1988), pp. 5-26.	
	A19	KRACKHARDT et al., "Intraorganizational Networks: The Micro Side," <u>Advances in Social Network Analysis</u> , (1994), pp. 207-229.	
	A20	PALMER et al., "Leadership for Quality Improvement in Group Practices," <u>Medical Care</u> , Vol. 34, (1996), pp. SS40-SS51.	
	A21	SOMERAI et al., "Principles of Education Outreach ('Academic Detailing') to Improve Clinical Decision Making," <u>The Journal of the American Medical Association</u> , Vol. 263, (1990), pp. 549-556.	
	A22	EISENBERG, "Sociologic Influences on Decision-Making by Clinicians," <u>American College of Physicians</u> , Vol. 90, (1979), pp. 957-964.	

Examiner Signature	Date Considered
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Sheet 3 of 3

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	A23	COLEMAN et al., "The Diffusion of An Innovation Among Physicians," Sociometry, Vol. 20, (1957), pp. 253-270.	
	A24	STROSS, "The Educationally Influential Physician," The Journal of Continuing Education in the Health Professions, Vol. 16, (1996), pp. 167-172.	
	A25	PATHMAN et al., "The Awareness-to-Adherence Model of the Steps to Clinical Guideline Compliance," Medical Care, Vol. 34, (1996), pp. 873-889.	
	A26	KREITNER, "Management", Eight Edition, Houghton Mifflin Company, Boston, New York, (2001), pp. 311-312.	
	A27	BARTLETT et al., "Matrix Management: Not a Structure, a Frame of Mind," Harvard Business Review, 68, (July-August, 1990), pp. 138-145.	
	A28	BAKKENES et al., "Teacher Isolation and Communication Network Analysis in Primary Schools," Educational Administration Quarterly, Vol. 35, Issue 2, (Apr. 1999), pp. 166-202.	
	A29	M. E. J. NEWMAN, "The Structure and Function of Complex Networks," Society for Industrial and Applied Mathematics, Vol. 45, No. 2, (2003), pp. 167-256.	
	A30	BARABASI et al., "Scale-Free Networks," Scientific American, (May 2003), pp. 60-69.	

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